



WCPO

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## ORDER

Print Date 10/29/12

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Flight Dates 10/17/12-10/25/12

Contract / Revision 314849 /

Original Date / Revision  
10/27/12 10/27/12

Advertiser Mandel / Republican / US Se

Agency Strategic Media Placement

Buying Contact

7669 Stagers Loop  
Delaware, OH 43015

Product

Candidate. OH US SEN MANDEL 1

Agency Com 15%

Billing Contact

7669 Stagers Loop  
Delaware, OH 43015

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:30:00

Estimate # 2929

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive  
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	28	\$10,518.75	\$12,375.00	0.00	10/01/12	10/25/12	28	\$10,518.75	\$12,375.00
Totals	28	\$10,518.75	\$12,375.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	WCPO	10/17/12	10/25/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	MTWTF--	:15/:15	3	\$125.00	P-8	0.00	BK	6	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/15/12	10/21/12	--WTF--		3		\$125.00		0.00					
		Week: 10/22/12	10/28/12	MTWT---		3		\$125.00		0.00					
2	WCPO	10/17/12	10/25/12	SA GMA 7-8a SA GMA 7-8a	CM	7-8a	-----S-	:15/:15	1	\$175.00	P-8	0.00	BK	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/15/12	10/21/12	-----S-		1		\$175.00		0.00					
		Week: 10/22/12	10/28/12	-----		0		\$0.00		0.00					
4	WCPO	10/17/12	10/25/12	SU GMA 7-8a	CM	7-8a	-----S	:15/:15	1	\$175.00	P-8	0.00	BK	1	\$175.00



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Contract / Revision 314849 Flight Dates 10/17/12-10/25/12

Hiatus Dates

Original Date / Revision 10/27/12/ 10/27/12

Order Sep 00:30:00

Advertiser Mandel / Republican / US S Product Candidate. OH US SEN MA Estimate # 2929

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				SU GMA 7-8a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S					1	\$175.00		0.00			
		Week: 10/22/12	10/28/12	-----					0	\$0.00		0.00			
5	WCPO	10/17/12	10/25/12	SU GMTS 8-9a	CM	8-9a	-----S	:15/:15	1	\$375.00	P-3	0.00	BK	1	\$375.00
				SU GMTS 8-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S					1	\$375.00		0.00			
		Week: 10/22/12	10/28/12	-----					0	\$0.00		0.00			
6	WCPO	10/17/12	10/25/12	M-F 5-530p News	CM	5-530p	MTWTF--	:15/:15	2	\$275.00	P-8	0.00	BK	4	\$1,100.00
				M-F 5-530p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---WTF--					2	\$275.00		0.00			
		Week: 10/22/12	10/28/12	MTWT---					2	\$275.00		0.00			
7	WCPO	10/17/12	10/25/12	M-F 530-6p News	CM	528-6p	MTWTF--	:15/:15	3	\$300.00	P-8	0.00	BK	6	\$1,800.00
				M-F 530-6p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---WTF--					3	\$300.00		0.00			
		Week: 10/22/12	10/28/12	MTWT---					3	\$300.00		0.00			
8	WCPO	10/17/12	10/25/12	M-F 6-630p News	CM	558-630p	MTWTF--	:15/:15	3	\$350.00	P-8	0.00	BK	1	\$350.00
				M-F 6-630p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---WTF--					1	\$350.00		0.00			
		Week: 10/22/12	10/28/12	-----					0	\$0.00		0.00			
9	WCPO	10/17/12	10/25/12	M8-10p Dancing	CM	8-10p	M-----	:15/:15	1	\$4,500.00	P-3	0.00	BK	1	\$4,500.00
				M8-10p Dancing											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----					0	\$0.00		0.00			
		Week: 10/22/12	10/28/12	M-----					1	\$4,500.00		0.00			
E 10	WCPO	10/17/12	10/25/12	M-SU 11p Late News	CM	11-1135p	MTWTF-S	:15/:15	3	\$450.00	P-8	0.00	BK	6	\$2,700.00
				M-SU 11p Late News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---WTF--					3	\$450.00		0.00			
		Week: 10/22/12	10/28/12	MTWT---					4	\$450.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	7	WCPO	10/22/12-10/28/12	M-SU 11p Late News		11-1135p	MTWTh-----	:15/:15		<del>(\$450.00)</del>		0.00	BK		
				Credited											
				[-\$450. Will add cash to curent estimate 3053]											
11	WCPO	10/21/12	10/21/12	M-SU 11p Late News	CM	11-1135p	-----S	:15/:15	1	\$450.00	P-8	0.00	BK	1	\$450.00
				M-SU 11p Late News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S					1	\$450.00		0.00			
													Totals	28	\$12,375.00